Fundamentals of Innovation & Entrepreneurship

GET 2 SCORE (FIRST ROUND)

OVERALL GET 2 SCORE (FIRST ROUND)
63%

FIRST ROUND SCORES

ACHIEVE	AUTONOMY	CREATIVE	RISK TAKING	CONTROL
50%	58%	58%	50%	90%

DO YOU FEEL THIS WAS AN ACCURATE REPRESENTATION OF YOUR ENTERPRISING TENDENCIES, PLEASE EXPLAIN WHY?

Section 1

What are your goals (career and/or educational) after you leave your university?

My Primary goal is to secure a place in the industry or academia wherein I get to analyze & solve complex electrical engineering problems and make meaningful contributions to the field.

Secondly, I want to constantly keep myself updated with the latest trends & technologies related to electrical engineering.

What is your vision, your values and your mission?

Vision: To come up with solutions / innovations that are sustainable and can solve complex problems that have compounded our society.

Mission: To become a top technician in my field and motivate others to join the field and contribute to the society.

Course of Action

Based on my career goals, vision & mission I have formulated a brief course of action:

Learn: Get into the industry or academia in order to understand the discipline better. The industry way is preferred as I will get to know the practical applicability of the concepts that I've studied during my engineering. This will also help me identify gaps in the learning.

Identify: After gaining enough work experience, I would like to spend time on analyzing the existing problems pertaining to electrical engineering that can be solved for the benefit of the society.

Apply: Come up with my own venture or collaborate with experts in the field to analyze and solve such problems

Values: Some of the values that I cherish the most are as follows:

1. **Honesty:** Honesty with my field (e.g. not to plagiarize any work) & Honesty with people (e.g. not deceive anyone for personal gains)
2. **Learn from everyone:** Treat every human being that comes to my life as my mentor/teacher and learn something from him.
3. **Bias for action:** Be very prompt while taking important decisions and try not to afraid if any uncertain situation comes up.

List the 3 questions that guide your choices

The 3 important questions that matter to me the most are:

1. Does the work I do align with my interests?

2. Am I really solving a problem or just wasting my time?
3. How do I want people to perceive me?

Section 2: Marketing and Implementation Strategy

Create your market positioning statement (about YOURSELF). This may be directed at a hypothetical employer, industry, organization, or the world at large.

"Innovation, perseverance & hard work are the three pillars around which I operate. A passionate learner and a curious soul, looking for opportunities to make an impact in the field of electrical engineering, such that the impact is profitable & sustainable in the long run"

What compelling value will you offer to your employers and society?

I can offer value in terms of the following aspects:

Research mindset: A research mindset allows me deep dive into any problem. I like solving problems for which a solution is not readily available.

Simplistic Solutions: After solving a problem I always ask myself; can this be anymore simpler? This attitude will allow me to come up with less complex and cost-effective solutions.

Long lasting solutions: I like to imagine possible scenarios where a solution can fail and then plan accordingly. This attitude can make the solutions I develop long lasting.

Sustainability: I always try to offer sustainable solutions i.e. solutions that strike the balance between economy, ecology & society.

How will you differentiate from other UAE students? How about from the broader population?

As compared to the students in UAE, I have a more hands-on experience in projects related to electrical engineering through various pilot projects I had undertaken since my school days. This practical knowhow of things is very rare in students I've encountered. On top of that I am also very good with the theoretical aspects of the subject.

While comparing with the broader global population would be unfair here since I haven't had many interactions with such a population. But based on the few interactions I've had I can say that I have more holistic approach of looking at things rather just the bookish knowledge.

Positioning statement

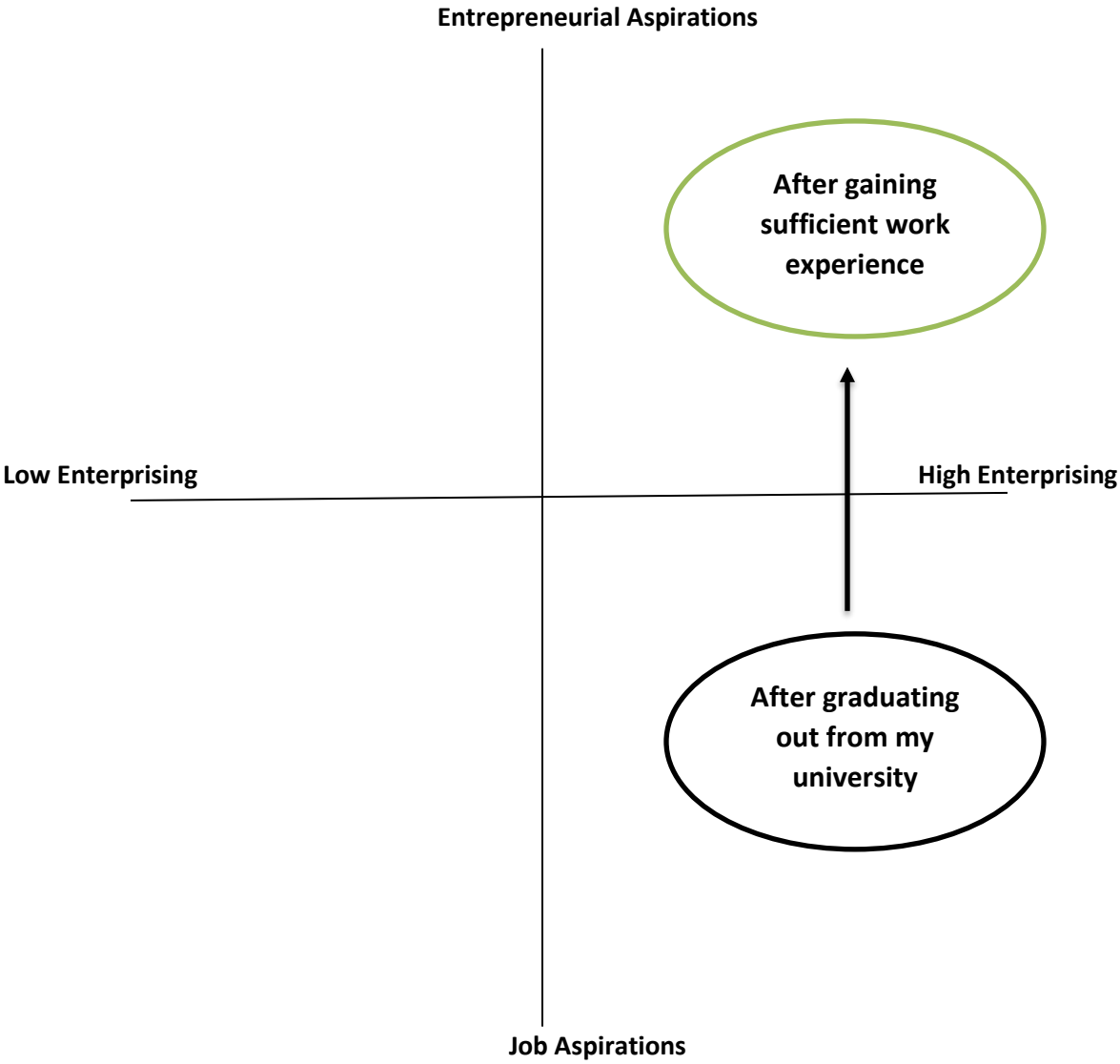
"Inspired by the ways of Nikola Tesla, I strongly believe that having a problem-solving attitude plays a pivotal role in the life of an engineer. All that acquired bookish knowledge without any application is an effort in vain. An iconoclast in my approach, I like to challenge existing solutions and propose changes that make them more effective & profitable"

Differentiation

Already discussed in the previous section.

Positioning Map

As discussed in the plan of action earlier, during the initial part of my career i.e. just after graduating from my university I would be willing to gain enough work experience in the electrical engineering domain. Later, I would like to start my own venture. Based on this goal I have placed myself in two quadrants of the framework below:



Step 3

What are the key milestones and checkpoints in your plan?

My career goals are already discussed in the earlier section. Below are the major milestones to be reached while achieving those goals:

Milestone 1: Getting a job in an organization where I get to learn & innovate.

Milestone 2: Quitting the organization after identifying the problem my venture would address.

Milestone 3: Establishing my own venture.

Milestone 4: Breaking even in my venture.

How will you measure/determine if you have successfully attained these milestones? How do you define success?

My success will depend upon the extent to which the milestones will be achieved. The KPI's (Key Performance Indicators) for each Milestone are as follows:

Milestone 2: No. projects I've worked on; No. of new technologies learnt

Milestone 3: External Investments (excluding my stake) in my venture

Milestone 4: Breakeven time

There is no KPI for Milestone 1 as it does not matter which organization I get in, as long I get to learn.

What external factors might affect (positively or negatively) your attaining success?

Factors that can affect my success:

Economic factors: The job market when I pass out from my university plays an important role for achieving my 1st milestone. In the 3rd milestone if due to poor economy the investors might not be willing to invest in my venture. In the 4th milestone the breakeven time of the venture may be affected if there is fall in economic activity. On the other hand, a burgeoning economy can also help in early achievement of these milestones.

Personal factors: These might be unforeseen circumstances like illness, loss of loved one, etc. which might affect the realization of the milestones.

Management process for developing a strategy

Core competencies:

Listed below are some of my core competencies:

I. **Technical skills**
    a. Microprocessor interfacing

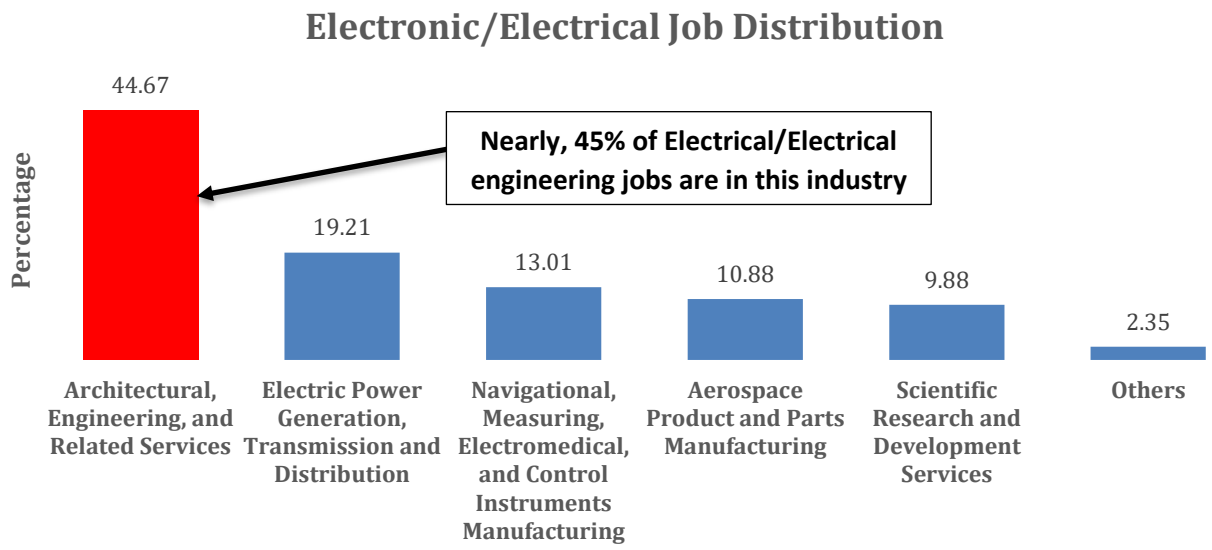
b. Coding in C++, Java & Python
c. Mechatronics & Robotics
d. Signal Processing
e. Instrumentation

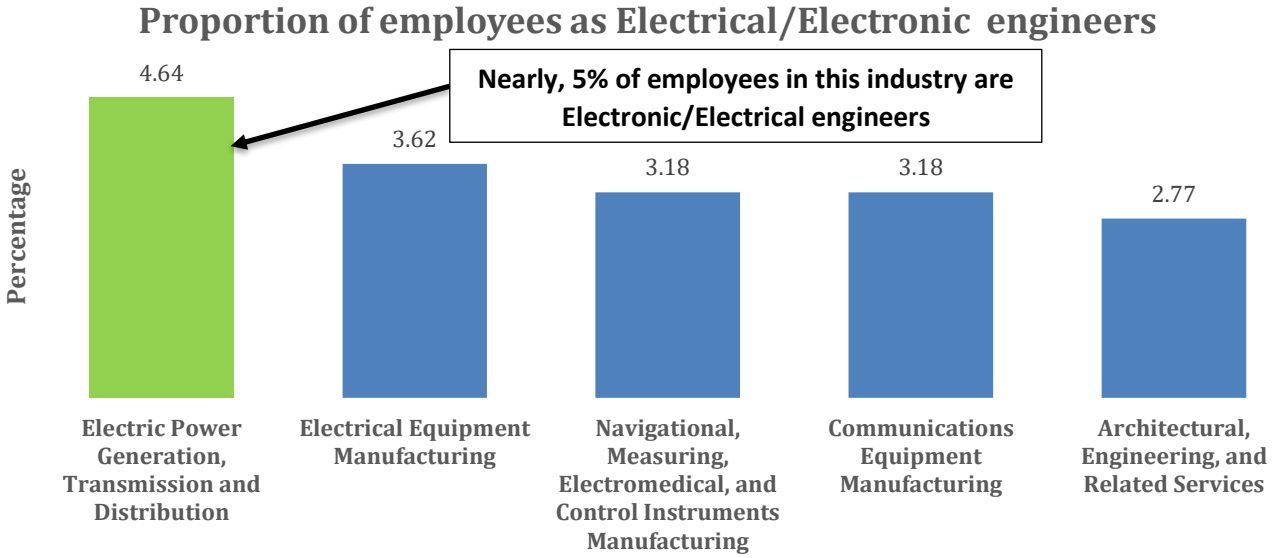
II. Non – Technical skills

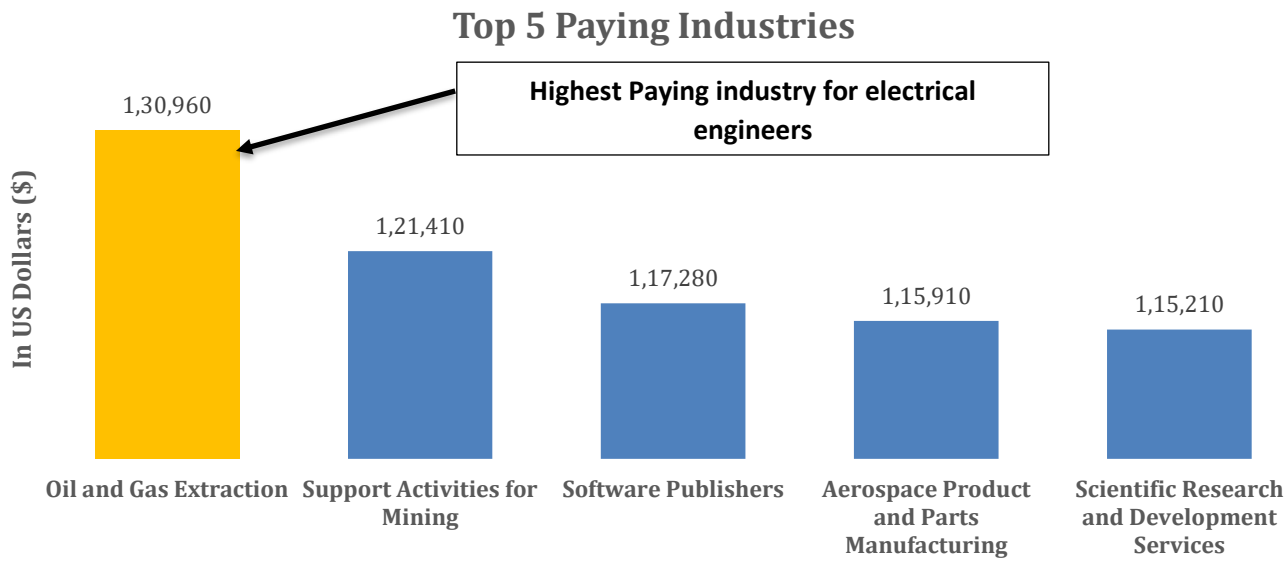
a. Problem solving mindset
b. Research orientation

Industrial context:

Below are some plots shedding light on the electrical engineering job market:







Strategic options based on my strengths & weaknesses:

As stated earlier my strengths lie in my problem-solving capability. So, based on the statistics presented earlier and my strengths. I've prioritized the following fields to pursue my job after engineering:

1. **Scientific Research and Development Services** – Aligns with my strengths
2. **Electric Power Generation, Transmission and Distribution** – Perfectly aligns with my technical strengths and has a high availability of jobs
3. **Architectural, Engineering, and Related Services** – Somewhat aligns with my technical strengths and has a high availability of jobs

Due to my weaknesses in certain technical concepts I am not considering jobs in those fields.

Opportunity & Threats:

The industries identified in previously provide a range of opportunities:

1. A good exposure to the electrical engineering domain
2. High monetary returns (in terms of payroll)
3. High availability of jobs
4. Aligns with my future goals

As such I've not identified any threats related to these domains.

Key factors for success:

Some key factors for success will be:

1. My performance in various projects which I undertake in these industries

2. Retaining the curiosity for the field over the years
3. Funding I receive for my venture

My Failure experience and learnings

During my childhood days I had taken part in marathon. Though I was not a fit guy I still participated in the marathon since some of my friends challenged me to beat them in that marathon. After the marathon I found that I had a ligament tear in my leg. The doctor said that since I was not a regular runner my leg was not able to take the strain of the marathon. I was not able to walk properly for 3 months. I also didn't beat my friends who had challenged me.

This incident thought that I should not venture into something I am not good at. In future I should be very careful into which filed I venture. I should do a through research on the field I am trying to enter cause if I don't succeed the vaguely taken decision will end up hurting me.

Step 3: Entrepreneurial Ethics

How do you plan to practice ethical principles in your daily actions?

Some of the ethical principles I would implement in my daily action are:

Integrity: By being honest to the people with whom I interact daily, like my family & friends. Never to spread rumors about anyone.

Equality: Treat an engineer the same way I treat a plumber. Equal respect should be given to both.

If you could assemble any 3 people to advise and mentor you, who would they be?

The 3 dignitaries which I would assemble are:

Nikola Tesla: His discovery of the concept of rotating magnetic field revolutionized the field of engineering. He would be of great assistance to me on the technical side of things.

Warren Buffet: An investor par excellence. He would be of great help to me in assessing the profitability and sustainability of my venture.

Jack Ma: The founder of Alibaba. His expertise in building a venture from the scratch would be great assistance to me.

Summarize your project in 6 words

Humanitarian, sustainable, formidable, ambitious, insightful & penetrating

The following survey must be completed at the END of the program

GET 2 SCORE (SECOND ROUND)

OVERALL GET 2 SCORE (Second Round)
83%

SECOND ROUND SCORES

ACHIEVE	AUTONOMY	CREATIVE	RISK TAKING	CONTROL

92%	83%	83%	75%	83%

DO YOU FEEL THIS WAS AN ACCURATE REPRESENTATION OF YOUR ENTERPRISING TENDENCIES, PLEASE EXPLAIN WHY?

_____

Please specify what you have enjoyed the most about this course?

_____
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Any suggestions?

_____
_____
_____

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Vision & Opportunity

My goals after leaving university:

I am majoring in Advertising so after graduating from CUD, I am planning to work in the Digital Transformation Department. Technology has taken over the world, so working in an environment that uses an effective use of intelligent technology will be an outstanding workplace environment to work in.

My goal is to peruse my dream which would be becoming an entrepreneur; having my own company, a company based on Artificial Intelligence which is going to be a futuristic concept, something innovative and unique.

Another goal would be solving a problem that people face today by coming up with an Artificial Intelligence technique. Everything would be virtually and easy to use as a mobile application. Like our "Stronger Together" Application.

What is your vision, your values and your mission?

My vision is to become a powerful, successful, and impactful leader and to be recognized internationally within the industry I am planning to work in. I am aiming to grow in the long-term as an innovative entrepreneur by providing a value-added service to the world.
My mission is to create and lead a successful company along with a strong team and employers working to their strengths.
My values are:

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3 questions that guide my choices

1.What would I want to do more than anything, even if I was never paid for it?
-Helping others by leaving a positive impact on people's lives.
2.What am I inspired to do?
-Pushing and pressuring myself to the fullest by giving the situation all I can give to be able to reach to a certain goal.
3.How do I want to be remembered?
- I would like to be remembered as someone with integrity, someone who strives to reach their goals and dreams in becoming a beneficial person.

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Marketing and Implementing Strategy

I am a strategic thinker who thinks out-of-the-box and a highly motivated employee to work in advertising and or/ Digital Transformation department.

I am different than other students and others who are in different areas around the world because I am comfortable in communicating with people from many different backgrounds and cultures. I find myself a quick decision maker, highly motivated and able to think long-term.

I can deliver to employers and society a high level of innovation thinking, I would go out of my way to attain the organization's objectives. This would enhance the performance of the organization and society. I am action-oriented: making sure that all important decisions are implemented as I would be able to make decisions that are in the best interest of the organization.

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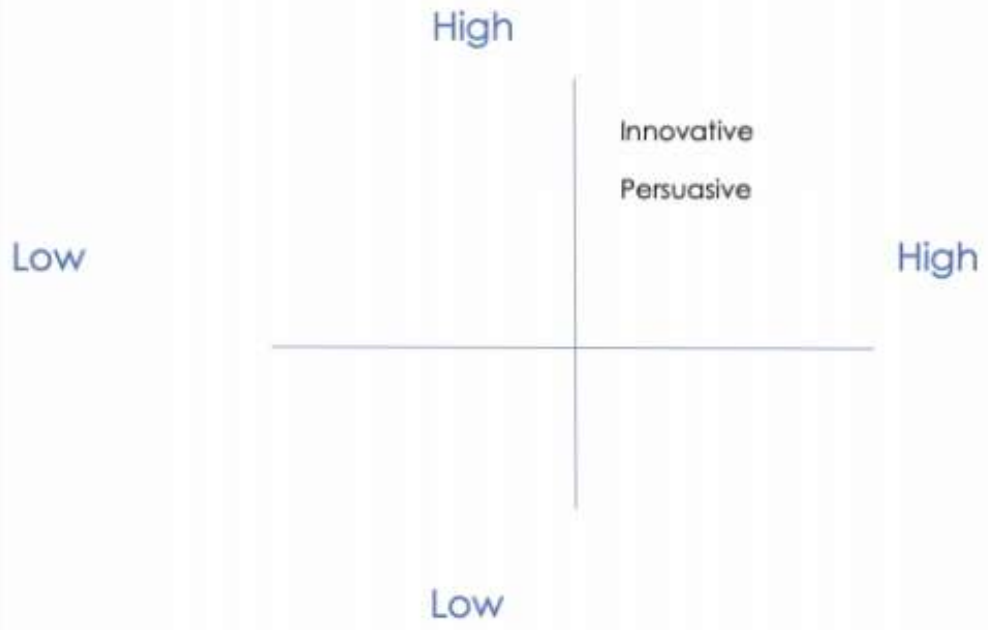
Position Map



Risk & Mitigation

The Major milestones and checkpoints of my personal business plan include:
Focusing on altering my weak points into my strengths by taking advantage of the opportunities by controlling my threats and risks.
Search part time jobs to gain experience and skills before starting my own company.
Search what the market's highest demands are and what problems people are facing to try and coming up with an innovative idea.
Research about the risks I might face to avoid and minimize their impact.
Develop new skills.

Risk mitigation strategies:
Becoming an entrepreneur by taking a risk to start my own business.
Focus on a SWOT analysis of my personality; make best use of my strengths by working on improving my weaknesses and make use of my opportunities by controlling my threats.
Working on slowly developing myself to reach my goals gradually rather than taking a huge step that might be easier and faster but failing.
Try taking advanced courses in university to help me understand more how to become an entrepreneur.
Set challenges but be realistic.

How I will measure my success:
Always set goals even after reaching all of them, always aim higher which will enable me to look back and see how much I have succeeded and how well my progress is.
Counting how many times I have failed.
How well I learn from my mistakes.
Setting a deadline and aiming to reach it.

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What external factors that might affect attaining my success negatively and positively:
Competitors. (negatively but also positively by getting inspired and coming up with better ideas)
Economy. (negatively – if the economy is unstable it might affect my progress)
Recession. (negatively)
Technological changes. (negatively – I must always stay up to date as technology changes so much so fast)

The management process for developing a strategy

Individual's core competencies:

Initiative: I learnt to identify what needs to be done and actually doing it before being asked or before the situation requires it while taking independent reactions to change the direction of events when needed.

Analytical Thinking: After studying advertising in CUD, I learnt to be able to tackle any problem by using a logical, systematic and sequential approach. And give the priority to the more important of things to be done

Fostering Teamwork: During the years of my studying in CUD, I have been put in many group projects with different people of different abilities. I learnt how to be able to work cooperatively with others on a team.

Oral Communication: In University life, you get to present your ideas in almost all your classes, this improved my oral communication and learnt to speak clearly and can be easily understood with a better organization of ideas.

Key factors for success.

Adaptation is fundamental to someone's success. This fundamental factor comes to a few unique structures and is indispensable to start any step. Another significant success elements of entrepreneurs are the capacity to think of an idea, imagine what it resembles and execute it adequately, as indicated by many entrepreneurs. Formulate strategic options and select the appropriate strategy

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Entrepreneurial Ethics and Personal Board of Directors

Ethical actions:

The ethical actions I plan to practice in my daily life include; self-respect, respect others, honesty, loyalty to work, faithfulness towards my employer, actively seek feedback - respond positively to criticism and show the highest degree of courtesy towards my employers and clients.

Three influential people, I choose as mentors:

My father - He is a self-made person who had started out as an entrepreneur, he is the best person who could guide me on how to achieve success without depending on other people.

Hadia Ghaleb – She is known as one of the most Arab influential women, she had become an entrepreneur by taking a risk to create her own marketing production company after failing a few times, she would be a great mentor by teaching me how to learn from my mistakes and getting back on my feet.

Nelson Mandela – He is also among the most influential people in the world, his life was full of struggles and achievements, therefore, being mentored by him will guide me on how to become a leader and how to guide the followers.

Six words summary:

Innovative, persuasive, motivated, dependent, aspiring and ethical.

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GET2 TEST RESULTS

OVERALL GET 2 SCORE (FIRST ROUND)
63%

FIRST ROUND SCORES

ACHIEVE	AUTONOMY	CREATIVE	RISK TAKING	CONTROL
67%	50%	67%	83%	50%

Fundamentals of Innovation & Entrepreneurship

GET 2 SCORE (FIRST ROUND)

OVERALL GET 2 SCOI (FIRST ROUND)
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FIRST ROUND SCORES

ACHIEVE	AUTONOMY	CREATIVE	RISK TAKING	CONTROL
50%	58%	58%	50%	90%

DO YOU FEEL THIS WAS AN ACCURATE REPRESENTATION OF YOUR ENTERPRISING TENDENCIES, PLEASE EXPLAIN WHY?

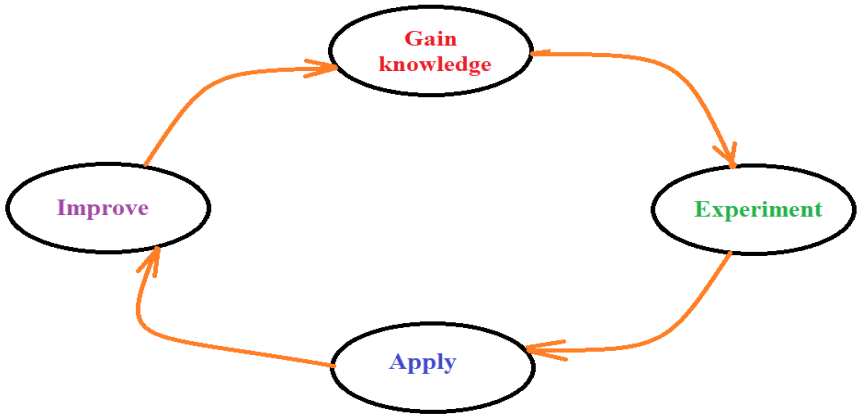
Section 1

- What are your goals (career and/or educational) after you leave your university?

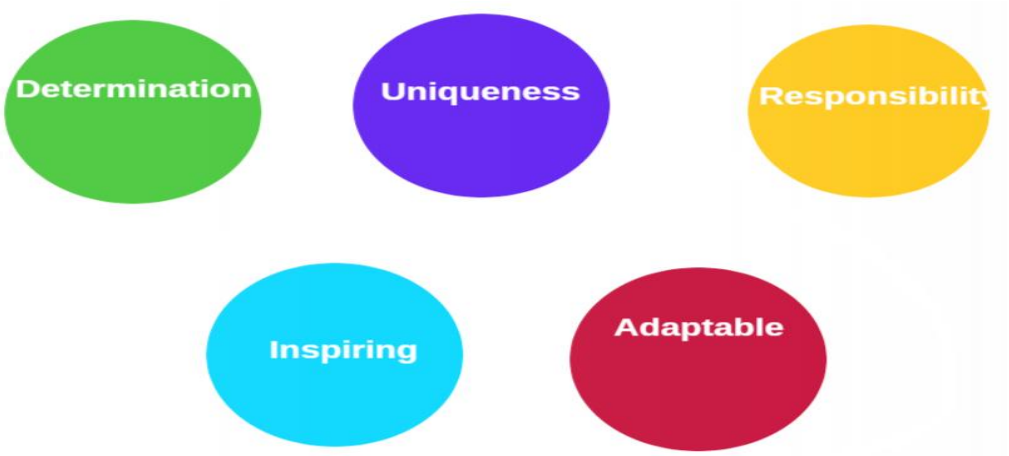
I am willing to pursue higher education in the field of electrical/ electronics engineering. This is important for me, as it will allow me to know some more advanced concepts in the field of technology.

Another goal is to obtain a position in industry and keep on learning about the new technology and problems recently faced by the industries globally. Hence, I can keep on getting updated with the latest trends and technologies.

- What is your vision, your values and your mission?
  - ***Vision**:* To contribute towards the world of better technologies and create better solutions to the problems currently arising in the world.
  - ***Mission**:* To become a powerful and successful leader and to get recognized in the respective industry.
  - ***Course of action:***



  - ***Values**:*



- List the 3 questions that guide your choices.
  - I am following my passion?
  - Am I really tending towards anything or wasting my time?
  - Can I be remembered for a very long time, even when I do not exist anymore and how?

Section 2: Marketing and Implementation Strategy

- Create your market positioning statement (about YOURSELF). This may be directed at a hypothetical employer, industry, organization, or the world at large.

Simple but useful inventions and innovations can help me help me to gain recognition internationally. Additionally, my extremely good knowledge of Mathematics and Physics can help to create new techniques or models.

- What compelling value will you offer to your employers and society?

Dedicated, reliable solutions, quick decision maker, problem solving abilities, consistently thinking over a particular problem, simplistic approaches, sharing problems with others, team work, leadership, working as if the task is our ambitious outcome.

- How will you differentiate from other UAE students? How about from the broader population?

Getting differentiated intranationally or internationally is not much different, if one knows one's passion and can act in long term consistently.

Additionally, I can comfortably communicate with different backgrounds and cultures and convince them to help work on the same path, I am working, so as to create a very good team and dream the same stuffs for better performances with minimal competitions internally.

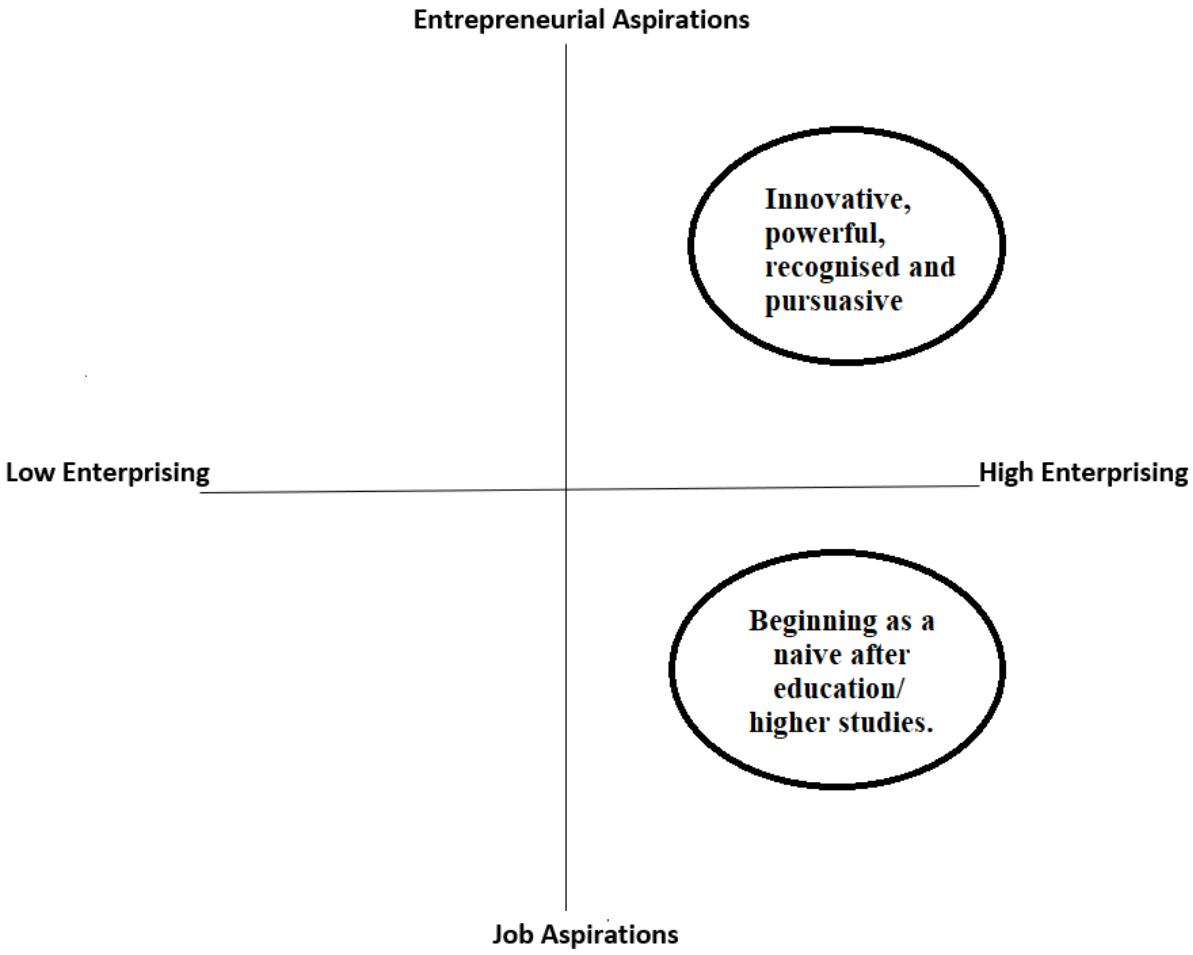
- Positioning statement

“If your actions inspire others to dream more, learn more, do more and become more; you’re a leader.”

- Differentiation

Most of the stuffs are already discussed in the previous sections. Additionally, I am action oriented, making sure that all important decisions are implemented, as I would be able to make decisions, that are in the best interest of the respective organization.

- Positioning Map



Section 3

- What are the key milestones and checkpoints in your plan?

— ***Plan:*** Creating a venture and finding innovations for the latest technological issues.

— ***Milestones:***

i. Overcoming my **weak points** and controlling the threats and risks.
ii. Searching **jobs** that match my skills and knowledge.
iii. Research about the **latest market demands**, in the field of Electrical/ Electronic technology.
iv. Trying to **find solutions** for the latest problems faced by industries.
v. Creating my own **venture** of all of my gained knowledge after some time.
vi. Improving my **skills** and my venture.

- How will you measure/ determine, whether you have successfully attained these milestones? How do you define success?

Here are a few things, that can help me to measure my success:
— 'Success' can be defined as the accomplishment of an aim or a project.
— Whether I am now able to **set deadlines** and accomplish the goals in the time.
— Whether I am actually **using the knowledge**, that I had learnt from my mistakes in the past.
— Counting the number of **failures** and the number of new **technologies learnt**.
— Compare my **past** to look for the amount of **progress** done over time.
— The number of **client** base created and **value** of my venture achieved.

- What external factors might affect (positively or negatively) your attaining success?

Negative factors:
i. Low market demand in electrical/ electronic field in future.
ii. Inability to attract new clients or investors.
iii. Personal reasons such as long term bad health or the loss of the loved ones etc.
iv. Ups and downs in the market are quite usual. However, poor economy of the corresponding market or the nation, can severely affect negatively.
v. Similar to what Tech giant Amazon had faced initially, the breakeven to begin profits, maybe longer than the estimated one, that may cause loss of trust from the investors.
vi. Becoming an entrepreneur by taking risk to start my own venture and leaving the job.

Positive factors:
i. The job market conditions, when I pass out from my University can also affect it positively or negatively.

ii. High demand of the world towards the technological advancements can turn out to be a very good cause.
iii. Breakeven in the estimated or lower time.
iv. My learning in the same directions, as the direction in which the market is heading towards.

■ **Management process for developing a strategy (to modify to apply to yourself and your future)**

1. **Core competencies**:

Technical skills	*Non- technical skills*
Computer programming	Good team workmanship
AutoCad for architectures and mechanical implementations	Leadership
Knowledge of computer and mobile hardware	Communication skills
Microcontroller interface.	Taking initiatives
	Analytical skills.

2. Industry and Context:

- Demand for Electrical/ Electronic engineers is mostly in the field of Power systems and instruments.
- Despite this fact, there are additional demands for the same, in other fields as well, such as mechanical, computers etc.
- Digging into the further details, it is observed that oil and gas are standing among the best choices for one to grow, with highest job diversity and employment opportunities.
- The consistent demand for smartphones and laptops also need tremendous amount of electrical engineers.

3. Strengths and Weaknesses:

Strengths	*Weaknesses*
Keen to obtain technical knowledge	Not having deep knowledge other fields like mechanics
Research oriented	Low knowledge of macro economics
Communication skills.	Areas where opportunities are not to be sought.

4. Opportunities and Threats:

— SWOT analysis is important for one to identify all the positive factors (strengths and opportunities) and all the negative factors) weaknesses and threats.

Opportunities	*Threats*
While pursuing higher studies, one can try to take **advanced courses** to learn about technology management and to get some tips to be an entrepreneur. This can act as a very good opportunity to start as a knowledgeable person.	However, **market competitions** and **declining demands** may be severe threats, that generally one faces at some point of time.
Alignment with future goals and good **exposure** to my field can be the very good opportunities.	Overcoming these problems, depends solely on the precise scenario and hence can't be mentioned here in advance.

5. Key factors for success:

— Number of investors attracted.
— Relevance of the field/ knowledge I am working towards, from the perspective of the technology.
— Customer satisfaction and client base.
— Appropriate formulation of strategic options.

6. Strategic options based on strengths:

— My passion towards Science and Mathematics can make me understand the limitations and capabilities of technology. This can help me to stay aware of frauds in the field.
— Activity towards electric power generations and electronics advancements are my strategic options as strengths.
— Becoming an entrepreneur by taking risk, to start my own business.

■ Share one failure experience from your past.

When I had just entered in 12^{th} standard, suddenly I had decided to prepare for IITs. This Was due to recommendation from several people, as I proved to be very good at Science and Mathematics at 11^{th} class. But, this sudden decision to prepare for IITs, made my conditions worse. Focusing on 12^{th} state board syllabus and IIT syllabus all of a sudden out of nowhere simultaneously, ultimately became a nightmare. Both of my 12^{th} and IIT results got worsen. Couldn't get any IIT. I was confident of getting a very good state board college previously, as I was passionate about Science and Mathematics and

extremely good at those. But, the desire for preparing a completely different/ advanced syllabus of IIT, made me stand nowhere.

- Tell me what you have learned from it.

After that failure, I decided not try to do multiple new stuffs at the same time. It is always better to have either one of the following two choices:

Try to master one thing at a time and when it is done, one can aim for another thing. Do it passionately, without losing focus.

or

Start for multiple things since the very first day of beginning itself, so that ultimately, they won't feel like a burden in future.

While both of these approaches are very good choices, I now mostly prefer the former one.

- How will it help you in the future?

If I am trying to do master in an electronics field, it is better that I would not try in the field of sports, archaeology etc. in the first hand. Similarly, if I have learnt something from my education and work experience, then it will be better that I would try to create my own venture in the same field only, to be precise. Once I am satisfied with my results, maybe new goals and fields can be given hands over, but till then I will work for the former goal only.

Section 4: Entrepreneurial Ethics

- How do you plan to practice ethical principles in your daily actions?
  - Respect to others with equality,
  - Honesty,
  - Loyalty towards my work and my employer,
  - Courtesy towards my clients and
  - Giving helping hands.

- If you could assemble any 3 people to advise and mentor you, who would they be?
  - **James Isaac Newton**: 'How was he able to create solutions to the problems, the world was already aware of, but could never change their perspectives', this is something I could learn from him.
  - **Avul Pakir Jainul Abdeen Abdul Kalam**: His ability to take risks at life and still be able to withstand the nation's problems with a great smile on his face and do's and don'ts to achieve dreams could be learnt.
  - **Nelson Mandela:** How despite having struggles, he was able to get achievements and influence others with a great leadership.

- Summarize your project in 6 words (e.g., humanist, engineer, global citizen, caring teacher").
  - Ambitious,
  - Formidable,
  - Ethical,
  - Innovative,
  - Aspiring,
  - Recognizable.

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OVERALL GET 2 SCOR (Second Round)
83%

SECOND ROUND SCORES

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92%	83%	83%	75%	83%

DO YOU FEEL THIS WAS AN ACCURATE REPRESENTATION OF YOUR ENTERPRISING TENDENCIES, PLEASE EXPLAIN WHY?

_____

Please specify what you have enjoyed the most about this course?

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Any suggestions?

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